

IMPORTANT NOTES ABOUT THIS TEMPLATE

This sample template (“Template”) relates solely to the use of the SMS Services, or to data collection and use of personal information gathered through the SMS Services, and is for informational purposes only. This Template does not constitute in any way advertising or a solicitation of legal services or legal advice. By using the Template, you acknowledge and agree to this legal disclaimer. You agree that you have read the Template with care and will modify, delete and/or add information as necessary to ensure the Template accurately reflects your business practices. You are encouraged to consult independent legal advice before relying on this Template, and to make sure that you comply with all applicable laws. In addition, your use of, access to or transmission of materials and information provided by Constant Contact or any of the links contained herein is not intended to create, and receipt thereof does not constitute formation of, an attorney-client relationship between Constant Contact, Inc. or any of its affiliates, and you. The Template may not reflect the most current legal developments; accordingly, the Template is not promised or guaranteed to be compliant with law, correct or complete. As privacy and other applicable laws are constantly evolving, you should regularly review your terms of service and privacy policy to ensure that they are compliant with updated laws and regulations and that they accurately reflect your current business practices.

TEMPLATE PRIVACY POLICY

Most Recent Update: [insert date]

This Privacy Policy explains how [insert your business name] collects, uses and discloses personal information of its customers, prospective customers, and visitors to its website at [insert your website address].

COLLECTION OF PERSONAL INFORMATION *[DRAFTING NOTE: Use this section to describe the types of information you collect about identifiable individuals and how you collect it (e.g., directly from the user, through online tracking technologies or from other sources such as advertising partners or other third parties).]*

Information collected directly from you: We may collect personal information directly from you, for example [through a web form, during an online or in-person registration, while making a reservation, while setting up an account with us, when you contact us for customer support, or at checkout.] Personal information we collect directly from you may include [first and last name, address, email address, and phone number.]

Information collected from your device: Our website may use tracking technologies such as cookies, web beacons, pixels, and other similar technologies to automatically collect certain information from your device, including for example [your IP address, browser and operating system information, geographic location, referring website address, and other information about how you interact with the website.] Our website may also use cookies to personalize your experience and enable certain features [such as keeping track of items you put in your shopping cart.] You may disable cookies in your web browser however parts of our website may not function properly. More information about blocking and deleting

cookies is available at <http://www.allaboutcookies.org>. Our email campaigns may also use tracking technologies such as web beacons, pixels and other similar technologies to automatically collect certain information such as your IP address, browser type and version, and email engagement statistics.

Information collected from our advertising partners: We may collect personal information about you from our advertising partners. Personal information we collect from our advertising partners may include [your demographic information, shopping history, and geographic location.]

USE OF PERSONAL INFORMATION *[DRAFTING NOTE: Use this section to describe how you use each type of personal information described in the collection section above.]*

We use information collected directly from you to provide you with [our products and services, customer service and support, and other relevant information.] We may also use this information to market our products and services to you, including by email and text message subject to your consent.

We use information collected automatically from your device [to provide our website to you, to optimize our website, and to assist with our advertising and marketing efforts.]

We may also use information collected from you and information collected from your device to send you abandoned cart reminders if you added items to your shopping cart but did not complete check out.

We use information collected from our advertising partners to [market our products and services to you.]

DISCLOSURE OF PERSONAL INFORMATION *[DRAFTING NOTE: Use this section to describe the third parties to whom you provide the personal information you collect. If you sell, rent or lease personal information, we recommend consulting with your legal counsel about your obligations.]*

We may use third-party service providers to assist us with providing and marketing our products and services to you and we may share your information with such third parties for these limited purposes.

- We use Constant Contact for our email marketing and text message communications. For more information about how we may use your information with Constant Contact and the information that may be collected through our email campaigns, see Constant Contact's Customer Data Notice available at <https://www.constantcontact.com/legal/customer-contact-data-notice>.
- We use [insert website analytics company] to help us understand how visitors interact with our website. [insert website analytics company] uses and processes your information in accordance with its privacy policy available at [insert website analytics company's privacy policy].
- We use [insert online store provider] to provide our online store. [insert online store provider] uses and processes your information in accordance with its privacy policy available at [insert online store's privacy policy].
- We use [insert payment processor] as our payment processor. [insert payment processor] uses and processes your payment information in accordance with its privacy policy available at [insert payment processor's privacy policy].

[We use [insert advertising partner] as our advertising partner. We may authorize our advertising partner to use cookies and similar technologies on our website to automatically collect certain information from your device and we may share information about [you, your purchases, and your interactions with our website] with our advertising partner, provided that no mobile information will be

shared with third parties/affiliates for marketing/promotional purposes. Such information can be used by us or our advertising partner. For more information about how to opt out of targeted advertising from our advertising partner, go to [\[insert advertising partner's opt out page\]](#).*[DRAFTING NOTE: If you provide information to advertising partners for targeted or cross-context behavioral advertising, this may be deemed a sale of information under the California Consumer Privacy Act and other privacy legislation and we recommend consulting with your legal counsel about your obligations.]*

We may also share your personal information if necessary to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

EMAIL AND TEXT MESSAGE COMMUNICATIONS

If you wish to unsubscribe from our email campaigns, please click on the Unsubscribe link at the bottom of any marketing email sent from us.

If you wish to stop receiving text messages from us, reply STOP, QUIT, CANCEL, OPT-OUT, or UNSUBSCRIBE to any text message sent from us. For more information, see our Mobile Messaging Terms and Conditions available at [\[insert link to your mobile terms\]](#).

[YOUR PRIVACY RIGHTS *[DRAFTING NOTE: Depending on the privacy legislation that is applicable to you, you may be required to provide your users with certain rights to access, correct and delete the data you hold about them. We recommend consulting with your legal counsel about your obligations.]*

You may have the right to request access to the personal information we hold about you, to port it to a new service, or to request that your personal information be corrected or deleted. To exercise any of these rights, please contact us at [\[add contact information\]](#).

CHANGES TO THE THIS PRIVACY POLICY

We may update this Privacy Policy at any time. Please review it frequently.

CONTACT INFORMATION

If you have any questions about this policy or our privacy practices, please contact us at [\[add contact information\]](#).